11/25/86 A3350-1

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

RECORD YEAR CERTAIN FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 4 million units in October and 37.8 million units in the first 10 months of the year, setting records for both periods and signaling a new record year, reports the Association of Home Appliance Manufacturers (AHAM).

"There's no doubt that 1986 will be a winning year," comments AHAM President Robert Holding.

"Shipments through October are just 4 million units under the record set last year. If shipments for the remainder of the year simply keep pace with the last two months of 1985, over 6 million units will be shipped before year-end, pushing the total well over last year's 41.8 million units."

In October alone, the industry shipped over 4 million units -- the largest shipment ever for the month. October marked the third time this year that monthly shipments exceeded 4 million units.

Total shipments were 11.3% higher than the previous record level for October, set just last year.

More appliances were shipped during the first 10 months of the

(MORE)

year than during the same period in any previous calendar year. With year-to-date shipments at a record level, the industry is certain to ship over 40 million units in just 11 months for the first time in history.

The broadbased strength of major appliance shipments since the first half of the year is the major reason for the optimistic forecast. Monthly shipments in July, August, September and October all showed double-digit increases when compared to similar periods last year, and all five appliance categories registered shipment gains of 6.1% or more during each of these months.

From all indications, major appliance shipments will exceed the latest industry forecast of 42.6 million units for 1986.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
October, 1986

	October 1986	October 1985	% Change	Calendar Year to Date 1986	1985	% Change
ALL MAJOR APPLIANCES*	**4,085.3**	**3,672.2**	**+11.3%**	**37,827.4**	**35,353.1**	**+ 7.0%**
COOKING - TOTAL	**1,439.2**	**1,296.7**	**+11.0**	**12,528.0**	**11,182.8**	**+12.0**
ELECTRIC RANGES - TOTAL	318.6	311.2	+ 2.4	2,751.1	2,616.9	+ 5.1
Free Standing	260.3	253.6	+ 2.6	2,260.5	2,134.4	+ 5.9
Built-In	58.3	57.5	+ 1.4	490.6	482.4	+ 1.7
MICROWAVE OVENS/RANGES**	1,137.3	1,004.2	+13.3	9,929.8	8,735.6	+13.7
HOME LAUNDRY - TOTAL	**1,059.5**	**948.5**	**+11.7**	**8,408.3**	**7,744.5**	**+ 8.6**
AUTOMATIC WASHERS	599.7	528.2	+13.5	4,869.8	4,484.5	+ 8.6
DRYERS - TOTAL	459.7	420.3	+ 9.4	3,538.6	3,260.0	+ 8.6
Electric	352.7	325.3	+ 8.4	2,764.0	2,570.2	+ 7.5
Gas	107.0	95.0	+12.6	774.6	689.8	+12.3
KITCHEN CLEAN-UP - TOTAL	**811.9**	**737.9**	**+10.0**	**6,994.7**	**6,599.0**	**+ 6.0**
DISPOSERS	403.5	364.1	+10.8	3,583.4	3,467.6	+ 3.3
DISHWASHERS - TOTAL	386.2	357.0	+ 8.2	3,250.3	2,983.8	+ 8.9
Built-In	361.0	334.1	+ 8.1	3,048.5	2,786.2	+ 9.4
Portable	25.2	22.9	+10.0	201.8	197.6	+ 2.1
COMPACTORS	22.2	16.8	+32.1	161.0	147.6	+ 9.1
FOOD PRESERVATION - TOTAL	**704.6**	**659.1**	**+ 6.9**	**6,705.1**	**6,344.0**	**+ 5.7**
REFRIGERATORS	610.8	559.2	+ 9.2	5,627.5	5,248.7	+ 7.2
FREEZERS - TOTAL	93.8	99.9	- 6.1	1,077.6	1,095.3	- 1.6
Chest	51.9	49.5	+ 4.9	580.8	560.3	+ 3.7
Upright	41.9	50.5	-17.0	496.8	535.0	- 7.1
HOME COMFORT - TOTAL	**70.1**	**30.0**	**+133.7**	**3,191.3**	**3,482.7**	**- 8.4**
ROOM AIR CONDITIONERS	53.4	23.9	+123.4	2,660.0	2,905.8	- 8.5
DEHUMIDIFIERS	16.8	6.0	+180.0	531.3	576.8	- 7.9
GAS RANGES***	**184.0**	**184.6**	**- 0.3**	**1,607.8**	**1,507.4**	**+ 6.7**

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

NOVEMBER MAJOR APPLIANCE SHIPMENTS NEARLY CLINCH NEW ANNUAL RECORD

CHICAGO -- Over 3.4 million major home appliances were shipped in November, bringing the year-to-date total within 340,000 units of a new annual record, reports the Association of Home Appliance Manufacturers (AHAM).

The current record of 41.8 million units, set last year, is certain to fall when December's shipments are reported. 1986 will become the industry's third consecutive record year.

From January through November, industry shipments exceeded 41.4 million units, establishing a new record for 11 months. Compared to the same period last year, shipments were up 6.8% (over 2.6 million units).

Fueling the drive to a new annual record are year-to-date shipment gains ranging from 3.4% to 12.4% for all products except freezers and home comfort equipment.

Three products -- microwave ovens (11.3 million units), automatic washers (5.3 million units), and dishwashers (3.6 million units) -- have already surpassed their full-year 1985 totals.

November shipments were the second-highest ever recorded for the month, just -1.0% (35,000 units) below the November record set in 1985.

(MORE)

Shipments increased in November for all products except microwave ovens. Although November's microwave oven shipments (over 1.1 million units) rank as one of the product's highest monthly shipments in history, the level was down 11.5% because of comparison to exceptionally-high November 1985 shipments.

(NOTE TO EDITOR: The Association issued a caution with November 1985's press release regarding the interpretation of that month's microwave oven data. "A backlog in compiling import statistics by government agencies contributed to the artificially high shipment figure. These U.S. Census Bureau statistics are used in developing industry shipment data.")

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
November, 1986

	November			Calendar Year to Date		
	1986	1985	% Change	1986	1985	% Change
ALL MAJOR APPLIANCES*	3,424.6	3,459.4	-1.0%	41,460.0	38,812.5	6.8%
COOKING - TOTAL	1,391.7	1,527.5	-8.9%	14,120.1	12,710.4	11.1%
ELECTRIC RANGES - TOTAL	277.8	269.5	3.1%	3,031.9	2,886.3	5.0%
Free Standing	226.7	220.1	3.0%	2,490.1	2,354.5	5.8%
Built-In	51.2	49.4	3.6%	541.8	531.9	1.9%
MICROWAVE OVENS/RANGES**	1,128.9	1,276.2	-11.5%	11,256.2	10,011.8	12.4%
HOME LAUNDRY - TOTAL	759.7	745.4	1.9%	9,168.0	8,489.9	8.0%
AUTOMATIC WASHERS	410.1	404.9	1.3%	5,279.9	4,889.4	8.0%
DRYERS - TOTAL	349.6	340.4	2.7%	3,888.2	3,600.4	8.0%
Electric	268.0	264.7	1.2%	3,032.0	2,834.9	7.0%
Gas	81.6	75.7	7.8%	856.2	765.6	11.8%
KITCHEN CLEAN UP - TOTAL	691.5	645.6	7.1%	7,686.9	7,244.6	6.1%
DISPOSERS	347.0	334.4	3.8%	3,931.2	3,802.0	3.4%
DISHWASHERS - TOTAL	330.3	297.8	10.9%	3,580.7	3,281.6	9.1%
Built-In	303.1	273.9	10.7%	3,351.6	3,060.1	9.5%
Portable	27.2	23.8	14.3%	229.1	221.5	3.4%
COMPACTORS	14.2	13.4	6.0%	175.1	161.0	8.8%
FOOD PRESERVATION - TOTAL	520.8	500.1	4.1%	7,225.9	6,844.1	5.6%
REFRIGERATORS	448.6	434.3	3.3%	6,076.1	5,683.0	6.9%
FREEZERS - TOTAL	72.2	65.8	9.7%	1,149.8	1,161.1	-1.0%
Chest	38.7	34.9	10.9%	619.5	595.3	4.1%
Upright	33.5	30.8	8.8%	530.4	565.9	-6.3%
HOME COMFORT - TOTAL	60.8	40.9	48.7%	3,258.9	3,523.6	-7.5%
ROOM AIR CONDITIONERS	56.5	39.3	43.8%	2,723.3	2,945.2	-7.5%
DEHUMIDIFIERS	4.3	1.6	168.8%	535.7	578.4	-7.4%
GAS RANGES***	172.6	163.4	5.6%	1,778.7	1,670.8	6.5%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

AHAM

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

THIRD CONSECUTIVE RECORD YEAR FOR MAJOR HOME APPLIANCES

CHICAGO -- Over 45 million major appliances were shipped in 1986, beating the previous record set in 1985 by more than 3.2 million units, reports the Association of Home Appliance Manufacturers (AHAM).

1986 was the third consecutive record year for the industry, with shipments 7.8% greater than the previous year. Exceptionally strong shipments in the fourth quarter, up 11.3%, drove year-end shipments to exceed the industry's forecast made as late as August.

December and fourth-quarter shipments also hit record highs of 3.6 million and nearly 11.3 million units respectively, again surpassing the previous records established in 1985 for these periods.

Four major appliances set new annual records in 1986.

* 12.4 million microwave ovens accounted for over one-fourth of all 1986 appliance shipments and the largest annual shipment in history of any major appliance product. Shipments increased by 14.3% over the record set in 1985.
* 5.8 million automatic washers exceeded the previous record set one year earlier.
* 4.2 million food disposers also surpassed their 1985 shipment record.

(MORE)

* 3.9 million dishwashers broke the reign of a 13-year record established in 1973.

1986 was a winning year in several more ways.

* Monthly shipments hit all-time highs in every month except March, May and November, which were second-best months respectively.
* Every calendar quarter reached record shipment levels -- 10.2 million, 11.7 million, 11.7 million and nearly 11.3 million units respectively.

1986 ended on a strong note with December and fourth-quarter figures showing double-digit increases for all home appliance categories except food preservation equipment.

# # #

MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
December, 1986

	DECEMBER			CALENDAR YEAR TO DATE			CALENDAR QUARTER		
	1986	1985	% Change	1986	1985	% Change	1986	1985	% Change
ALL MAJOR APPLIANCES*	3,608.9	2,984.7	20.9%	45,071.9	41,797.2	7.8%	11,260.1	10,117.3	11.3%
COOKING - TOTAL	1,454.8	1,110.1	31.1%	15,578.2	13,820.5	12.7%	4,419.0	3,934.5	12.3%
ELECTRIC RANGES - TOTAL	283.1	255.3	10.9%	3,318.2	3,141.7	5.6%	885.8	836.1	5.9%
Free Standing	227.4	213.0	6.8%	2,720.5	2,567.5	6.0%	720.4	686.7	4.9%
Built-In	55.6	42.3	31.4%	597.7	574.2	4.1%	165.4	149.4	10.7%
MICROWAVE OVENS/RANGES**	1,188.3	871.3	36.4%	12,444.4	10,883.0	14.3%	3,581.6	3,151.6	13.6%
HOME LAUNDRY - TOTAL	841.3	702.2	19.8%	10,009.3	9,192.1	8.9%	2,660.4	2,396.1	11.0%
AUTOMATIC WASHERS	484.7	389.1	24.6%	5,764.6	5,278.5	9.2%	1,494.6	1,322.2	13.0%
DRYERS - TOTAL	356.6	313.1	13.9%	4,244.7	3,913.5	8.5%	1,165.9	1,073.8	8.6%
Electric	276.7	244.9	13.0%	3,308.7	3,079.8	7.4%	897.5	834.9	7.5%
Gas	79.8	68.1	17.2%	936.0	833.7	12.3%	268.4	238.9	12.3%
KITCHEN CLEAN UP - TOTAL	694.2	613.3	13.2%	8,380.9	7,857.9	6.7%	2,198.1	1,998.8	10.1%
DISPOSERS	337.6	303.4	11.3%	4,268.6	4,105.3	4.0%	1,088.7	1,001.9	8.7%
DISHWASHERS - TOTAL	337.5	293.8	14.9%	3,918.2	3,575.4	9.6%	1,054.0	948.5	11.1%
Built-In	311.1	267.1	16.5%	3,662.7	3,327.2	10.1%	975.3	875.0	11.5%
Portable	26.4	26.7	-1.1%	255.4	248.2	2.9%	78.8	73.5	7.2%
COMPACTORS	19.1	16.2	17.9%	194.2	177.2	9.6%	55.4	46.5	19.1%
FOOD PRESERVATION - TOTAL	506.7	472.3	7.3%	7,732.6	7,316.4	5.7%	1,732.7	1,632.3	6.2%
REFRIGERATORS	434.3	397.6	9.2%	6,510.4	6,080.5	7.1%	1,493.7	1,391.0	7.4%
FREEZERS - TOTAL	72.4	74.7	-3.1%	1,222.2	1,235.8	-1.1%	239.0	241.3	-1.0%
Chest	41.6	38.9	6.9%	661.1	634.2	4.2%	132.8	124.1	7.0%
Upright	30.8	35.8	-14.0%	561.2	601.6	-6.7%	106.2	117.2	-9.4%
HOME COMFORT - TOTAL	112.0	86.7	29.2%	3,370.9	3,610.3	-6.6%	249.8	157.8	58.5%
ROOM AIR CONDITIONERS	92.4	76.7	20.5%	2,815.7	3,021.9	-6.8%	209.1	140.0	49.4%
DEHUMIDIFIERS	19.6	10.0	96.0%	555.3	588.4	-5.6%	40.7	17.6	131.3%
GAS RANGES***	182.5	157.6	15.8%	1,961.5	1,828.4	7.3%	537.7	505.6	6.3%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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RECORD JANUARY

FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- The major home appliance industry opened 1987 with the best January in history, reports the Association of Home Appliance Manufacturers (AHAM).

Almost 4.1 million major appliances were shipped during the month, surpassing last January's previous high by nearly one-half million units. Total shipments were up 13.4%.

"January's performance has the industry off and running toward another strong year, following last year's 45-million-unit record," comments AHAM President Robert Holding.

Six of the eleven appliances showed double-digit increases in shipments during the month, compared to the same period one year earlier.

Shipments of microwave ovens (over 1.3 million units) and disposers (448,900 units) were the highest monthly totals ever recorded for these appliances, and three other products registered new shipment highs for January: automatic washers (505,600 units), dryers (434,900 units) and dishwashers (337,300 units).

Home comfort appliance shipments increased by 27.2% over the same period a year ago as field inventories began to rebuild for the warm season ahead.

(MORE)

This year's shipments are expected to approximate last year's high levels for all products except microwave ovens. After several years of explosive growth, the increasingly saturated market will begin to slow.

According to industry estimates, the percentage of U.S. households owning a microwave oven is approaching two-thirds and will increase to nearly three-fourths by year-end.

The current industry outlook for 1987 calls for a second-best year, with shipments surpassing 43.1 million units.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
January, 1987

	JANUARY 1987	JANUARY 1986	% Change
ALL MAJOR APPLIANCES*	**4,082.4**	**3,601.0**	**13.4%**
COOKING - TOTAL	**1,599.0**	**1,336.6**	**19.6%**
ELECTRIC RANGES - TOTAL	282.3	265.5	6.3%
Free Standing	227.6	219.2	3.8%
Built-In	54.7	46.3	18.1%
MICROWAVE OVENS/RANGES**	1,332.1	1,086.9	22.6%
HOME LAUNDRY - TOTAL	**940.5**	**866.1**	**8.6%**
AUTOMATIC WASHERS	505.6	489.6	3.3%
DRYERS - TOTAL	434.9	376.4	15.5%
Electric	341.7	293.4	16.5%
Gas	93.2	83.0	12.3%
KITCHEN CLEAN UP - TOTAL	**804.6**	**718.4**	**12.0%**
DISPOSERS	448.9	384.7	16.7%
DISHWASHERS - TOTAL	337.3	318.9	5.8%
Built-In	312.8	295.4	5.9%
Portable	24.5	23.5	4.3%
COMPACTORS	18.5	14.8	25.0%
FOOD PRESERVATION - TOTAL	**557.7**	**538.1**	**3.6%**
REFRIGERATORS	473.8	448.4	5.7%
FREEZERS - TOTAL	84.0	89.7	-6.4%
Chest	45.7	47.8	-4.4%
Upright	38.3	42.0	-8.8%
HOME COMFORT - TOTAL	**180.5**	**141.9**	**27.2%**
ROOM AIR CONDITIONERS	154.8	131.2	18.0%
DEHUMIDIFIERS	25.7	10.6	142.5%
GAS RANGES***	181.3	148.4	22.2%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

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TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987**	1988**
Cooking - Total	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	13,821	15,578	14,171	13,854
ELECTRIC RANGES - TOTAL	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,318	3,282	3,258
Free Standing	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,721	2,691	2,666
Built-In	817	881	756	555	498	417	563	577	574	598	591	592
MICROWAVE OVEN/RANGES	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	12,444	11,081	10,785
Home Laundry - Total	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	10,009	9,628	9,712
WASHERS - TOTAL	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,765	5,480	5,580
Automatic	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,765	5,480	5,580
Wringer & Other	194	200	186	124	88	64	69	NA	NA	NA	NA	NA
DRYERS - TOTAL	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	4,245	4,148	4,132
Electric	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,309	3,263	3,233
Gas	736	757	768	682	640	584	672	754	834	936	885	899
Kitchen Clean Up - Total	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	8,381	8,154	8,238
DISPOSERS	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,269	4,186	4,186
DISHWASHERS - TOTAL	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,918	3,785	3,874
Built-In	2,705	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,663	3,540	3,633
Portable	651	586	504	384	291	214	262	246	248	255	245	241
COMPACTORS	277	300	293	235	191	148	157	182	177	194	183	178
Food Preservation - Total	7,305	7,411	7,642	6,875	6,549	5,704	6,814	7,275	7,316	7,733	7,709	7,776
REFRIGERATORS#	5,707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,081	6,510	6,480	6,537
FREEZERS - TOTAL	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,222	1,229	1,239
Chest	852	835	1,039	963	889	726	702	650	634	661	643	643
Upright	746	686	902	789	717	614	639	631	602	561	586	596
Home Comfort - Total	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,371	3,515	3,590
ROOM AIR CONDITIONERS	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,816	3,000	3,060
DEHUMIDIFIERS	319	442	685	673	536	440	437	591	588	555	515	530
All Major Appliances	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	41,797	45,072	43,176	43,171
Gas Ranges##	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,828	1,966	NA	NA

* 000 Omitted
** Forecasts as of November, 1986
# Includes units of 6.5 cu. ft. and over
Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

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NEWS RELEASE

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RECORD FEBRUARY

FOR MAJOR HOME APPLIANCES

CHICAGO -- Nearly 3.5 million major home appliances were shipped in February, establishing a new record for the month, reports the Association of Home Appliance Manufacturers (AHAM).

Total monthly shipments were up 9.1%, surpassing last February's previous high by almost 290,000 units.

Strong shipment gains in four of the five appliance categories effected the unprecedented monthly levels. Compared to the same period a year ago, shipments of home comfort appliances were up to 34.9%; home laundry equipment, up 14.8%; food preservation appliances, up 12.1%; and kitchen cleanup products, up 10.9%.

Shipments for almost half of the appliance products were the best ever recorded for the month. New February records are:

* 461,100 refrigerators,
* 446,600 automatic washers,
* 366,900 disposers,
* 365,800 dryers, and
* 323,500 dishwashers.

Year-to-date shipments are 11.4% higher (over 770,000 units

(MORE)

greater) than last year's same period.

According to the current forecast*, the appliance industry expects 1987 to be another strong year, with shipments achieving a "second-best" annual record of 43.1 million units.

1984-1986 were consecutive record years for major appliances, resulting in annual shipments of 39.4 million, 41.8 million and 45.1 million units respectively.

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*--AHAM issues shipment forecasts quarterly.

MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
February, 1987

	FEBRUARY			CALENDAR YEAR TO DATE		
	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	3,476.6	3,187.1	9.1%	7,559.4	6,788.1	11.4%
COOKING - TOTAL	1,126.4	1,144.2	-1.6%	2,725.6	2,480.8	9.9%
ELECTRIC RANGES - TOTAL	247.5	253.5	-2.4%	529.9	519.0	2.1%
Free Standing	195.9	208.6	-6.1%	423.5	427.8	-1.0%
Built-In	51.6	44.9	14.9%	106.3	91.2	16.6%
MICROWAVE OVENS/RANGES**	892.5	904.4	-1.3%	2,224.6	1,991.3	11.7%
HOME LAUNDRY - TOTAL	812.4	707.5	14.8%	1,752.9	1,573.5	11.4%
AUTOMATIC WASHERS	446.6	398.9	12.0%	952.2	888.8	7.2%
DRYERS - TOTAL	365.8	308.5	18.6%	800.7	685.0	16.9%
Electric	285.3	240.9	18.4%	627.0	534.3	17.3%
Gas	80.4	67.6	18.9%	173.7	150.6	15.3%
KITCHEN CLEAN UP - TOTAL	709.7	639.9	10.9%	1,514.7	1,358.3	11.5%
DISPOSERS	366.9	339.9	7.9%	816.1	724.6	12.6%
DISHWASHERS - TOTAL	323.5	287.0	12.7%	660.8	605.9	9.1%
Built-In	302.6	265.6	13.9%	615.4	561.1	9.7%
Portable	20.9	21.4	-2.3%	45.4	44.8	1.3%
COMPACTORS	19.3	13.0	48.5%	37.8	27.8	36.0%
FOOD PRESERVATION - TOTAL	543.2	484.4	12.1%	1,101.0	1,022.5	7.7%
REFRIGERATORS	461.1	407.1	13.3%	934.9	855.4	9.3%
FREEZERS - TOTAL	82.1	77.3	6.2%	166.1	167.0	-0.5%
Chest	45.4	40.9	11.0%	91.1	88.7	2.7%
Upright	36.8	36.4	1.1%	75.0	78.3	-4.2%
HOME COMFORT - TOTAL	284.9	211.2	34.9%	465.4	353.1	31.8%
ROOM AIR CONDITIONERS	242.9	174.9	38.9%	397.7	308.1	29.9%
DEHUMIDIFIERS	41.9	36.3	15.4%	67.6	46.9	44.1%
GAS RANGES***	160.1	149.5	7.1%	340.4	297.9	14.3%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

4/27/87 A3350-1

NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
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BEST MARCH AND FIRST QUARTER FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 11.6 million units in the first quarter and 4 million in March, establishing new records for both periods, reports the Association of Home Appliance Manufacturers (AHAM).

Compared to the same 1986 periods, shipments were up 13.1% in the first quarter and 16.6% in March for increases of 1.3 million units and 575,000 units, respectively.

The Association issued a caution, however, concerning these latest statistics. Comparison of 1987 figures to last year's are somewhat skewed because some companies counted shipments during the first three days of April as first-quarter business activity. This inflated March and first-quarter figures to an unknown degree.

"The strong shipment activity to date tends to support the industry's expectation of another record year for major appliances," comments AHAM President Robert Holding.

The latest industry forecast for 1987 calls for 45.4 million units for a fractional increase over the 1986 record of 45.1 million units. The 1986 record followed on the heels of previous record years in 1985 and 1984.

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All appliance categories contributed to the excellent quarter, but home comfort appliances, up 34.7%, showed particular strength as distributors and dealers restocked inventories for the selling season ahead.

Home comfort appliances also made the greatest jump in March shipments, up 36.6%, accounting for almost one-third of the unit gain for the month.

Home laundry appliances, up 24.8%, accounted for almost another third of March's shipment gain, with automatic washers (510,400 units), electric dryers (299,300 units) and gas dryers (90,700 units) establishing record highs for the month.

Dishwashers (349,700 units) also achieved their best March shipment ever, and refrigerators (517,000 units) and electric ranges (279,100 units) recorded their best March shipments in nearly a decade.

Only microwave ovens, long the leader in major appliance sales growth, failed to exceed March 1986 levels, as shipments were down 3.7%. This is evidence of the expected leveling off of microwave oven sales as the saturation level of this product reaches two-thirds of all U.S. households.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
March, 1987

	MARCH			CALENDAR YEAR TO DATE		
	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	4,052.9	3,477.3	16.6%	11,611.6	10,265.4	13.1%
COOKING - TOTAL	1,103.3	1,095.1	0.7%	3,827.5	3,575.9	7.0%
ELECTRIC RANGES - TOTAL	279.1	240.0	16.3%	807.7	759.0	6.4%
Free Standing	224.8	192.6	16.7%	648.3	620.4	4.5%
Built-In	54.3	47.4	14.6%	159.3	138.7	14.9%
MICROWAVE OVENS/RANGES**	837.7	870.1	-3.7%	3,062.3	2,861.4	7.0%
HOME LAUNDRY - TOTAL	900.4	721.6	24.8%	2,653.3	2,295.1	15.6%
AUTOMATIC WASHERS	510.4	407.7	25.2%	1,462.6	1,296.3	12.8%
DRYERS - TOTAL	390.0	313.9	24.2%	1,190.7	998.9	19.2%
Electric	299.3	244.9	22.2%	926.3	779.2	18.9%
Gas	90.7	69.1	31.3%	264.4	219.7	20.3%
KITCHEN CLEAN UP - TOTAL	736.0	654.6	12.4%	2,251.0	2,012.9	11.8%
DISPOSERS	364.5	345.4	5.5%	1,181.0	1,070.0	10.4%
DISHWASHERS - TOTAL	349.7	295.2	18.5%	1,010.4	901.1	12.1%
Built-In	329.2	278.5	18.2%	944.7	839.5	12.5%
Portable	20.4	16.7	22.2%	65.8	61.5	7.0%
COMPACTORS	21.8	14.0	55.7%	59.8	41.8	42.6%
FOOD PRESERVATION - TOTAL	621.7	499.6	24.4%	1,722.6	1,522.1	13.2%
REFRIGERATORS	517.0	419.1	23.4%	1,451.8	1,274.5	13.9%
FREEZERS - TOTAL	104.7	80.5	30.1%	270.8	247.5	9.4%
Chest	59.6	45.0	32.4%	150.7	133.7	12.7%
Upright	45.1	35.5	27.0%	120.1	113.8	5.5%
HOME COMFORT - TOTAL	691.6	506.4	36.6%	1,157.2	859.4	34.7%
ROOM AIR CONDITIONERS	582.0	421.6	38.0%	979.7	727.8	34.6%
DEHUMIDIFIERS	109.6	84.7	29.4%	177.5	131.7	34.8%
GAS RANGES***	183.1	166.7	9.8%	523.7	464.6	12.7%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

ASSOCIATION OF HOME APPLIANCE MANUFACTURERS
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GAMA

TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987**	1988**
Cooking - Total	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	13,821	15,578	15,341	15,027
ELECTRIC RANGES - TOTAL	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,318	3,346	3,329
Free Standing	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,721	2,739	2,712
Built-In	817	881	756	555	498	417	563	577	574	598	607	617
MICROWAVE OVEN/RANGES	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	12,444	12,180	11,879
Home Laundry - Total	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	10,009	10,144	10,075
WASHERS - TOTAL	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,765	5,811	5,780
Automatic	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,765	5,811	5,780
Wringer & Other	194	200	186	124	88	64	69	NA	NA	NA	NA	NA
DRYERS - TOTAL	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	4,245	4,333	4,295
Electric	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,309	3,380	3,348
Gas	736	757	768	682	640	584	672	754	834	936	953	947
Kitchen Clean Up - Total	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	8,381	8,502	8,412
DISPOSERS	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,269	4,314	4,290
DISHWASHERS - TOTAL	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,918	3,989	3,922
Built-In	2,705	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,663	3,735	3,673
Portable	651	586	504	384	291	214	262	246	248	255	254	249
COMPACTORS	277	300	293	235	191	148	157	182	177	194	199	200
Food Preservation - Total	7,305	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,733	7,930	7,810
REFRIGERATORS#	5,707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,081	6,510	6,701	6,593
FREEZERS - TOTAL	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,222	1,229	1,217
Chest	852	835	1,039	963	889	726	702	650	634	661	662	654
Upright	746	686	902	789	717	614	639	631	602	561	567	563
Home Comfort - Total	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,371	3,519	3,586
ROOM AIR CONDITIONERS	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,816	2,954	3,007
DEHUMIDIFIERS	319	442	685	673	536	440	437	591	588	555	565	579
All Major Appliances	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	41,797	45,072	45,436	44,910
Gas Ranges##	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,828	1,966	NA	NA

* 000 Omitted
** Forecasts as of February, 1987
\# Includes units of 6.5 cu. ft. and over
Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

4/6/87